

Brand Quick Reference

Choose the correct approved landmark, file type, and color values for common district work.

Which landmark should I use?

Need	Use	Notes
Official district communication	Primary District Seal	Formal district-wide, Board-facing, and official materials.
General district promotion	Primary Wordmark or District Seal	Use the seal for authority; use the wordmark when a simpler mark is preferable.
Mascot or spirit identity	Official Wizard	Use full color when possible. Approved solid blue and black-and-white versions are available.
Apparel, fields, and spirit items	Signet W or Official Wizard	Select the approved version that provides strong background contrast.
Athletics	Athletic Wordmark	Reserved for athletic teams, sports programs, and related spirit uses.

Official color standards

Color	Pantone	HEX	RGB	CMYK
Royal Blue	286 C	#0032A0	0, 50, 160	100, 80, 0, 12
Gold	116 C	#FFCD00	255, 205, 0	0, 10, 98, 0
Black	N/A	#000000	0, 0, 0	0, 0, 0, 100
White	N/A	#FFFFFF	255, 255, 255	0, 0, 0, 0

Basic rules

Do Use active files from the final package. Keep marks proportional and unobstructed. Use RGB/HEX for screen work. Use Pantone/CMYK for print.	Do not Stretch, recolor, redraw, or add effects. Use alternate Wizard graphics. Use athletic marks for non-athletic work. Send JPG when vector artwork is available.
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When unsure: use the District Seal for official district work, SVG or PNG for digital use, and PDF or EPS for professional production.